

Message Text

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ORIGIN AGRE-00

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-----004667 161436Z /14

R 160234Z MAR 78
FM SECSTATE WASHDC
TO AMEMBASSY JIDDA
AMEMBASSY KUWAIT
INFO AMEMBASSY MANAMA
AMEMBASSY ABU DHABI

UNCLAS STATE 067492

E.O. 11652:N/A

TAGS:EAGR, BEXP, KU, XF

SUBJECT: FAS SALES TEAM/LEHRER TRAVEL

REFERENCE: (A) STATE 052413 (B) JIDDA 1830

1. FOR KUWAIT - PER REFTTEL A PAR 2 LEHRER WILL NOW ARRIVE KUWAIT WEDNESDAY 3/29 AT 1345 ABOARD KU 621. THIS WILL ALLOW LEHRER TO MEET WITH EMBASSY WEDNESDAY AFTERNOON AND WITH LOCAL TRADE THURSDAY MORNING. IF EMBASSY WISHES, SCHEDULE MAY BE REVERSED. PURPOSE OF LEHRER TRIP TO KUWAIT, BAHRAIN AND DUBAI IS TO DISCUSS SITE FOR POSSIBLE GULF REGIONAL FAS FOOD SHOW. PARKER VISITED AREA TO COLLECT TRADE DATA AND COMPETITIVE POSITION REPORTS IN ORDER TO
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PREPARE PROJECTIONS FOR AREA FOOD IMPORTS AND U.S. SHARE FOR 1978. LEHRER PREFERENCE IS TO MEET WITH FOOD IMPORTERS IN FOLLOWING ORDER: A. TAREK EL BARRAQ, KUWAIT SUPPLY CO., B. MR. SULTAN, W. J. TOVELL, C. MR. KARJA, UNION OF COOPERATIVES. THURSDAY AFTERNOON AND EVENING MAY BE USED BY LEHRER TO REVIEW SUITABILITY OF LOCAL HOTELS FOR REGIONAL SHOW. NO APPOINTMENTS NECESSARY. LEHRER LEAVING

KUWAIT 0800 3/31 MORNING AND REQUIRES NO EMBASSY SUPPORT FRIDAY.

2. FOR JIDDA - AMEX STILL HAS NOT RECEIVED CONFIRMATIONS AT EITHER KANDARA PALACE OR ISTANBUL HOTELS. IN LIGHT OF

PRECIOUS TIME REMAINING REQUEST EMBASSY ASSISTANCE IN OBTAINING 10 SINGLE ROOMS (LEHRER INCLUDED) AT HOTEL OF YOUR CHOICE 4/7 THROUGH 4/9 DROPPING TO 9 SINGLES THE EVENING OF 4/10. LEHRER WILL DEPART JIDDA 4/10 AT 0810 AHEAD OF TEAM WHICH WILL DEPART 4/11 AT 2030 ABOARD MS 762 FOR CAIRO. PLEASE ADVISE RESULTS OF YOUR EFFORTS.

3. FOR JIDDA - UNDERScore NEED FOR APPOINTMENTS WITH ONLY KEY GOVERNMENT AND PRIVATE FOOD TRADE. PREFER FEWER APPOINTMENTS WITH KEY PEOPLE THAN MANY APPOINTMENTS WITH MARGINAL BUYERS.

4. NO FROZEN PRODUCTS TO BE SHIPPED TO JIDDA; THEREFORE, NO REFRIGERATION NEEDED. LIMITED DRY SAMPLES (5-6 BOXES) WILL BE FORWARDED. NO PORK PRODUCTS BEING INCLUDED. LOUIS RICH ITEMS ARE MADE FROM CHICKEN.

5. 125 BROCHURES MAILED MARCH 8. ADDITIONAL 75 TO BE MAILED.
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6. FMC INTERESTED IN LARGE LOT SALES. DESIRE APPTS WITH WHOLESALERS AND GOVERNMENT BUYERS.

7. APPRECIATE EMBASSY SUPPORT. VANCE

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